BLUE CONNECTIONS IT AND AMD: RESPONSIBLE IT, STRONG RESULTS

BLUE CONNECTIONS IT CASE STUDY

Systems integrator refreshes its laptop fleet, hits stringent climate targets, and deepens customer trust by standardizing on AMD Ryzen™ PRO processors

AMD ✕ BLUE CONNECTIONS IT

Blue Connections IT started as a four-person reseller in Melbourne nearly thirty years ago. Today, the company is a leading full-service systems integrator that predominantly services mid-market and enterprise customers. With about 170 employees and roughly 100 million Australian dollars (AUD) in annual revenue, the firm manages everything from device lifecycle services to large-scale refresh projects for some of Australia's largest organizations.

Growth has only sharpened the environmental ambitions of Blue Connections IT. The integrator has held Climate Active carbon-neutral certification for three years and is driving toward net-zero emissions by 2035. "Our environmental impact is tangible, and reducing it is a core strategy," Chief Executive Officer Gordon Brownell said. By late 2023, however, the company's ageing laptops were working against those goals. Battery life routinely fell short for staff who, as Brownell put it, "work remotely, work on the road, work from anywhere," leaving them unplugged for long stretches.

> **"Inevitably, AMD delivers better performance at a lower price and power consumption."**
> Gordon Brownell, CEO, Blue Connections IT

The devices' appetite for power frustrated hybrid workers and put extra pressure on Blue Connections IT to live up to the energy-saving standards it encourages its clients to adopt, prompting the team to evaluate Lenovo notebooks powered by AMD Ryzen™ PRO processors for a more efficient alternative. According to Brownell, the AMD CPU-based systems offered exactly what Blue Connections IT needed, "PCs that help us live our own net-zero plan and give our people a faster, longer-lasting tool for hybrid work."

BETTER PERFORMANCE, LESS POWER MAKES FOR AN EASY CALL

The Blue Connections IT team started with a trial. Engineers installed an image of the company's standard operating environment on several Lenovo ThinkPad systems built on AMD Ryzen 5 PRO 5650U processors, ran security checks, and put the devices through a typical week of workloads. "Our techs pushed the AMD demos hard and came back with an unqualified thumbs-up," said Erica Smith, Director of Marketing and Vendor Alignment.

> **"The better battery life made possible by AMD is an absolute boon."**
> Gordon Brownell, CEO, Blue Connections IT

INDUSTRY
Systems Integrator

CHALLENGES
Ageing laptops with declining battery life hampered hybrid staff and conflicted with the carbon-neutral goals of Blue Connections IT

SOLUTION
Replaced fleet with Lenovo ThinkPads running AMD Ryzen™ 5 PRO 5650U processors, gaining built-in security, remote manageability, and easy Windows 11 migration

RESULTS
90% of laptops now AMD CPU-powered. Users report devices run faster and battery lasts a full workday, while lower watt-hours advance the 2035 net-zero target of Blue Connections IT.

AMD TECHNOLOGY AT A GLANCE
AMD Ryzen™ PRO processors

TECHNOLOGY PARTNER

Lenovo

The numbers and the user experience made the next step obvious. "AMD CPU-powered laptops deliver better performance and lower power draw that fit our environmental strategy, so they were the clear choice," Brownell said. Energy savings were particularly compelling. Brownell explained, "Some of our enterprise customers have 4,500 or 5,000 staff. When you spread the power reduction across that many people, it makes a difference." Performance was close behind. "Line up a comparable device with a competing processor and the AMD one simply outperforms it," he added.

With both criteria met, deployment moved quickly and easily. Smith noted that Blue Connections IT's catalog now "has a strong alignment to AMD across our product portfolio." Brownell confirmed the result on the ground, "Nearly ninety percent of our end-user devices are now AMD CPU-powered laptops."

AMD PRO TECHNOLOGIES DELIVERED SECURITY, CONTROL, STABILITY

Security and fleet management mattered just as much as raw speed. AMD PRO Security features, such as AMD Memory Guard's full-memory encryption and AMD Shadow Stack protection, now safeguard every endpoint at the hardware level. "If you don't have robust security and remote manageability like AMD offers, you won't even get a seat at the table," Brownell said. AMD PRO Manageability lets administrators patch or recover devices over the network.

> **"If you don't have robust security and remote manageability like AMD offers, you won't even get a seat at the table."**
> Gordon Brownell, CEO, Blue Connections IT

AMD PRO Business Ready features give IT a predictable platform with 18 months of image consistency and at least two years of processor availability. That stability earned its keep during Blue Connections IT's Windows 11 rollout. "We've already done the transition, and it was straightforward on AMD," Brownell said, pointing to the locked-down image and steady driver stack. For Erica Smith, the payoff is broader: "AMD Ryzen™ PRO processors let us practice exactly what we preach when we advise customers on secure hybrid work."

FASTER MODELS, HAPPIER USERS, AND A LIGHTER ESG FOOTPRINT

The first teams to notice a lift were finance and business analysis. Monthly reporting models that once bogged down laptops now finish sooner, giving analysts more time to dig into fresh data. No department has logged a single performance complaint since the migration, which wrapped up in under a year with almost no overtime.

> **"AMD Ryzen PRO lets us practice exactly what we preach when we advise customers on secure hybrid work."**
> Erica Smith, Director of Marketing and Vendor Alignment, Blue Connections IT

Battery life proved just as transformative for hybrid staff. Energy efficient AMD Ryzen 5 PRO 5650U processors with adaptive power management deliver up to 24 hours of batter life[1], and the extra headroom is tangible in daily use. "The better battery life made possible by AMD is an absolute boon," Brownell said.

Those lower watt-hours flow directly into Blue Connections IT's ESG ledger, helping the firm stay on track for its 2035 net-zero goal while giving employees faster tools that run unplugged all day.

BETTER PERFORMANCE. LOWER COST. LESS POWER. YOU CAN HAVE ALL THREE WITH AMD.

Brownell distills the business case for AMD to three metrics: performance, price, and power. "When customers push back, saying, 'That can't be right. You can't have the perfect trilogy,' we let devices powered by AMD Ryzen PRO CPUs speak for themselves. We send a demo device and, inevitably, AMD delivers better performance at a lower price and power consumption."

The proof converts skeptics quickly. One financial-services customer adopted AMD laptops seven years ago, has refreshed twice since, and "has never even asked for a competing equivalent." Perception has shifted, too. "Today, the profile of AMD resonates with customers and staff. When you tell someone that we're replacing their device with an AMD device, they see it as an improvement."

Blue Connections IT employees stay productive from anywhere with fast, energy-efficient laptops powered by AMD.

Blue Connections IT drives ESG progress with AMD Ryzen PRO processor-powered laptops.

Erica Smith sees the same momentum inside the channel. "In the last five years, AMD has positioned itself as a leader. Its sustainability, cost-saving, and power-usage messaging is what I hear when I think of AMD as an alternative."

For Blue Connections IT, those tangible gains and enthusiastic partner support make AMD the default choice in every device refresh conversation and an especially powerful story to share with clients pursuing their own efficiency goals.

LOOKING AHEAD

Today, Blue Connections is turning its attention to workplace AI, from Microsoft Copilot trials to service-desk automation. "AMD is at the forefront of the technology we need for the future with AI," Brownell said. The integrator now practices what it recommends: lower carbon, higher performance, stronger security, and it shares a richer, data-driven narrative with every organization seeking a sustainable, cost-effective PC strategy.

> **"Line up a comparable non-AMD device and the AMD one simply outperforms it."**
>
> Gordon Brownell, CEO, Blue Connections IT

WANT TO LEARN HOW AMD PRO PROCESSORS MIGHT WORK FOR YOU?
Sign up to receive our Business content:
www.amd.com/en/preferences/sign-up.html

ABOUT BLUE CONNECTIONS IT

Blue Connections IT is an Australian-owned provider of best-in-class IT solutions and managed services. Since 1997 the company has designed, procured, implemented, and managed end-to-end technology for some of Australia's best-known organizations and high-growth businesses. Its 170-strong team delivers cloud, end-user, networking, security, infrastructure, virtualization, SecOps, and lifecycle services, partnering with tier-one vendors to align every solution to industry standards and sustainability goals. For more information visit blueconnections.com.au.

ABOUT AMD

For more than 50 years AMD has driven innovation in high-performance computing, graphics, and visualization technologies. Billions of people, leading Fortune 500 businesses, and cutting-edge scientific research institutions around the world rely on AMD technology daily to improve how they live, work and play. AMD employees are focused on building leadership high-performance and adaptive products that push the boundaries of what is possible. For more information about how AMD is enabling today and inspiring tomorrow, visit the AMD (NASDAQ: AMD) website, blog, LinkedIn, and X pages.

ENDNOTES

1. Based on testing and engineering projections as of Dec 2024 using video playback, web browsing, Microsoft Teams, and MobileMark25 battery life methodology. System configurations: Ryzen 7 PRO processor, 13" laptop, WUXGA(19x12) LCD display, 56Whr battery, 16GB RAM, 256GB SSD. Ryzen PRO AI 7 350 processor, 13" laptop, WUXGA(19x12) LCD display, 62Whr battery, 16GB RAM, 256GB SSD. KRKP-1.

DISCLAIMERS

All performance and cost savings claims are provided by Blue Connections IT and have not been independently verified by AMD. Performance and cost benefits are impacted by a variety of variables. Results herein are specific to Blue Connections IT and may not be typical. GD-181

The information presented in this document is for informational purposes only and may contain technical inaccuracies, omissions, and typographical errors. The information contained herein is subject to change and may be rendered inaccurate for many reasons, including but not limited to product and roadmap changes, component and motherboard version changes, new model and/or product releases, product differences between differing manufacturers, software changes, BIOS flashes, firmware upgrades, or the like. Any computer system has risks of security vulnerabilities that cannot be completely prevented or mitigated. AMD assumes no obligation to update or otherwise correct or revise this information. However, AMD reserves the right to revise this information and to make changes from time to time to the content hereof without obligation of AMD to notify any person of such revisions or changes. GD-18.

COPYRIGHT NOTICE